Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

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- 1. (currently amended) A method of managing utility cost of an entity, comprising:
 - (a) measuring utility usage of the entity during a time interval;
 - (b) obtaining unit utility price for said entity, the pricing information established during said time interval;
 - (c) establishing a utility cost for said time interval where the cost is the product of said unit utility price and said utility usage;
 - (d) repeating steps (a) to (c) for a plurality of time intervals; and
 - (e) calculating a cumulative total of the utility cost based on costs calculated for each of said plurality of intervals; and
 - (f) affecting automatically adjusting utility consumption of the entity based on if the cumulative total to manage the utility cost exceeds a first threshold value of the entity; and
 - (g) automatically transmitting an alert signal if the utility cost in at least one said time interval reaches a second threshold value.
- 2. Cancelled.
- 3. (currently amended) The method of claim 1, further comprising:

 synchronizing, with a common reference clock, the a first clock that provides timing for the measurement of utility usage during a specific time interval and the collection of utility price data for the same time interval; and ensuring determining that the time interval for the utility price directly corresponds, in time and duration, to the time interval for the measured utility usage.
- 4. (original) The method of claim 1, further comprising:
 verifying the utility usage is from a known measuring device.
- 5. (original) The method of claim 3, further comprising:

verifying the utility usage is free of communication errors.

- 6. (original) The method of claim 1, further comprising: automatically adjusting the utility consumption if the running total or cost for a specific time interval reaches a threshold cost value.
- 7. (currently amended) The method of claim 1, wherein said step of automatically adjusting utility consumption is selected from the group of dimming lights, adjusting a thermostat of a cooling system, adjusting a thermostat of a heating system, and adjusting water flow. further comprising:

automatically alerting an operator of the entity if the running total or cost in a specific time interval reaches a threshold cost value.

- 8. (original) The method of claim 1, wherein the time interval for measuring utility usage is less than, equal to, or greater than five minutes.
- 9. (original) The method of claim 1, wherein the time interval for measuring the utility price is less than, equal to, or greater than five minutes.
- 10. (original) The method of claim 1, further comprising:
 providing an interface for an operator of the entity to define parameters that affect the managing of the utility usage and cost.
- 11. (currently amended) The method of claim [[1]] 10, wherein the parameters include the frequency of measuring the utility usage and establishing the running cost.
- 12. (currently amended) The method of claim [[9]] 10, wherein the parameters include threshold load, electricity price, power factor, temperature, time period.
- 13. (currently amended) A system of managing utility cost of an entity, comprising: a plurality of meter profilers which obtain utility usage of the entity measured during a defined time interval;

a server, coupled to the plurality of the meter profilers via a communication device and coupled to an independent market operator, wherein the server

obtains unit utility pricing information which the independent market operator establishes for defined time intervals;

correlates each time interval for the utility usage data with a corresponding time intervals for the utility price data;

- establishes a utility cost for each time interval based on the utility usage measured during the interval and the utility price during the same interval;
- establishes a running total of the utility cost based on the utility cost measured over a defined number of time intervals; and
- affects automatically adjusts utility consumption of the entity based on the running total; and
- automatically transmitting an alert signal if the utility cost in at least one said time interval reaches a threshold value.
- 14. (currently amended) The system of claim 13, wherein the server affects automatically adjusts utility consumption of the entity based on cost in a particular time interval.
- 15. (currently amended) The system of claim 13, wherein <u>each of said meter</u> <u>profilers includes a clock</u>, the server further synchronizes the clocks <u>each said clock</u> in the plurality of the meter profilers with a common reference (e.g., national standard) clock signal.
- 16. (original) The system of claim 15, wherein the time interval for the utility usage is coincident with the time interval for the utility price.
- 17. (original) The system of claim 15, wherein the server further verifies that the utility usage is from the plurality of the meter profilers.
- 18. (original) The system of claim 17, wherein the server further verifies that the utility usage is free of communication errors.
- 19. (original) The system of claim 13, wherein the server automatically adjusts the utility consumption if the running total reaches a threshold cost value or if the utility cost in a time interval reaches a threshold cost value.
- 20. (currently amended) The system of claim 13, wherein <u>said server automatically</u> adjusting utility consumption by dimming lights, adjusting a thermostat of a cooling <u>system</u>, adjusting a thermostat of a heating system, or adjusting water flow. the server automatically alerts an operator of the entity if the running total reaches a threshold cost value.

- 21. (original) The system of claim 13, wherein the time interval for measuring utility usage is less than, equal to, or greater than five minutes.
- 22. (original) The system of claim 13, wherein the time interval for measuring the utility price is less than, equal to, or greater than five minutes.
- 23. (original) The system of claim 13, further includes a client server, coupled to the server, wherein the client server provides an interface for an operator of the entity to define parameters for the system to manage the utility cost.
- 24. (currently amended) The system of claim 22, further including an interface for an operator associated to define parameters that affect the managing of the utility usage and cost, wherein the parameters include the frequency for the plurality of the meter profilers to obtain the utility usage.
- 25. (original) The system of claim 24, wherein the parameters include the frequency for the server to obtain the utility unit price information.
- 26. (original) The system of claim 24, wherein the parameters include the frequency for the server to establish the running total.
- 27. (original) The system of claim 24, wherein the parameters include the frequency for the server to establish the cost for each interval.
- 28. (original) The system of claim 24, wherein the parameters include a threshold cost value.